

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>703630</b>
	Alt Order #:	06258498
	Product Desc:	OBAMA FOR AMERICA
	Estimate:	1519
	Flight Dates:	07/31/12 - 08/13/12
	Original Date / Rev:	07/31/12 / 08/10/12
	Order Type:	Political

**WFMY-TV**

Primary AE:	Nick Welte
Sales Office:	T-PHI
Sales Region:	NAT

<b>Agency</b>	<b>Name:</b>	<b>Greer Margolis Mitchell/ Pol</b>
	Buying Contact:	
	Billing Contact:	
		3050 K St NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Obama For America
	Demographic:	A35+
	Product Codes:	PL-Presidential
	Priority:	P-1
	Revenue Codes:	AGY, GEN, POL

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	38	\$35,400.00	\$30,090.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	38	\$35,400.00	\$30,090.00	0.00
<b>Totals</b>	<b>38</b>	<b>\$35,400.00</b>	<b>\$30,090.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WFMY-TV	29%	\$35,400.00
Market	100%	\$122,068.97

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	31%	\$37,841.38
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	1%	\$1,220.69
WUNL	0%	\$0.00
WUPN	4%	\$4,882.76
WXII	28%	\$34,179.31
WXLV	7%	\$8,544.83

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	07/31/12	08/06/12	Late Late Show Late Late Show	CM	1235-135a	MTWTF--	1:00	1	\$80.00	P-3	0.00	NM	1	\$80.00
LATE NITE WITH CRAIG FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/31/12	08/06/12	MTWTF--		1				\$80.00		0.00			
E 2	WFMY	08/07/12	08/13/12	News2 at Noon News2 at Noon	CM	12-1230p	MTWTF--	1:00	1	\$500.00	P-2	0.00	NM	1	\$500.00
NEWS 2 AT NOON															

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WFMY-TV

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E 2	WFMY	08/07/12	08/13/12	News2 at Noon News2 at Noon	CM	12-1230p	MTWTF--	1:00	1	\$500.00	P-2	0.00	NM	1	\$500.00
NEWS 2 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	MTWTF--					1	\$500.00		0.00			
E 3	WFMY	07/31/12	08/13/12	News 2 at 5 News 2 at 5	CM	5-530p	MTWTF--	1:00	2	\$700.00	P-2	0.00	NM	4	\$2,800.00
NEWS 2 AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/31/12	08/06/12	MTWTF--					2	\$700.00		0.00			
Week:		08/07/12	08/13/12	MTWTF--					2	\$700.00		0.00			
E 4	WFMY	07/31/12	08/13/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	MTWTF--	1:00	1	\$200.00	P-2	0.00	NM	2	\$400.00
GOOD MORNING SHOW 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/31/12	08/06/12	MTWTF--					1	\$200.00		0.00			
Week:		08/07/12	08/13/12	MTWTF--					1	\$200.00		0.00			
E 5	WFMY	07/31/12	08/13/12	News 2 at 6 News 2 at 6	CM	6-630p	MTWTF--	1:00	2	\$1,150.00	P-2	0.00	NM	4	\$4,600.00
NEWS 2 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/31/12	08/06/12	MTWTF--					2	\$1,150.00		0.00			
Week:		08/07/12	08/13/12	MTWTF--					2	\$1,150.00		0.00			
E 6	WFMY	07/31/12	08/13/12	M-F 6-8a Good Morning Show	CM	6-8a	MTWTF--	1:00	1	\$350.00	P-2	0.00	NM	2	\$700.00
GOOD MORNING SHOW 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/31/12	08/06/12	MTWTF--					1	\$350.00		0.00			
Week:		08/07/12	08/13/12	MTWTF--					1	\$350.00		0.00			
E 7	WFMY	07/31/12	08/13/12	M-F 730-8p Jeopardy	CM	730-8p	MTWTF--	1:00	1	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/31/12	08/06/12	MTWTF--					1	\$1,500.00		0.00			
Week:		08/07/12	08/13/12	MTWTF--					1	\$1,500.00		0.00			
E 8	WFMY	07/31/12	08/13/12	CBS This Morning CBS This Morning	CM	8-10a	MTWTF--	1:00	2	\$180.00	P-2	0.00	NM	4	\$720.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/31/12	08/06/12	MTWTF--					2	\$180.00		0.00			
Week:		08/07/12	08/13/12	MTWTF--					2	\$180.00		0.00			
E 9	WFMY	08/03/12	08/03/12	Fri Prime A Undercover Boss	CM	8-9p	----F--	1:00	1	\$1,900.00	P-2	0.00	NM	1	\$1,900.00
UNDERCOVER BOSS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					1	\$1,900.00		0.00			
E 10	WFMY	08/10/12	08/10/12	Fri Prime B CSI: NY	CM	9-10p	----F--	1:00	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
CSI: NY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--					1	\$2,000.00		0.00			
E 11	WFMY	08/04/12	08/11/12	News 2 at 6 Saturday News 2 at 6 Saturday	CM	6-630p	-----S-	1:00	1	\$400.00	P-2	0.00	NM	2	\$1,150.00
NEWS 2 AT 6P- SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-					1	\$400.00		0.00			
Week:		08/06/12	08/12/12	-----S-					1	\$400.00		0.00			

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E 11	WFMY	08/04/12	08/11/12	News 2 at 6 Saturday News 2 at 6 Saturday	CM	6-630p	-----S-	1:00	1	\$400.00	P-2	0.00	NM	2	\$1,150.00
NEWS 2 AT 6P- SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S-	1		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WFMY	08/06/12-08/12/12		News 2 at 6 Saturday		6-630p	-----Sa--	1:00		<del>(\$400.00)</del>		0.00	NM		
See MG 11.3															
[Prgm Change] PGA Golf															
3	WFMY	08/12/12-08/12/12		PGA Championship		2-7p	-----Su	1:00		\$750.00		0.00	NM		
Ⓜ MG for 12.2,11.2															
E 12	WFMY	08/04/12	08/11/12	Sat 7-730p Sat Wheel of Fortune	CM	7-730p	-----S-	1:00	1	\$350.00	P-2	0.00	NM	1	\$350.00
WHEEL OF FORTUNE - SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S-	1		\$350.00		0.00						
Week:		08/06/12	08/12/12	-----S-	1		\$350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WFMY	08/06/12-08/12/12		Sat 7-730p		7-730p	-----Sa--	1:00		<del>(\$350.00)</del>		0.00	NM		
See MG 11.3															
[Prgm Change] Panther Preseason Football															
E 13	WFMY	08/04/12	08/11/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	-----S-	1:00	1	\$350.00	P-2	0.00	NM	2	\$700.00
GOOD MORNING SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S-	1		\$350.00		0.00						
Week:		08/06/12	08/12/12	-----S-	1		\$350.00		0.00						
E 14	WFMY	08/05/12	08/12/12	Good Morning Show Sun Good Morning Show Su	CM	6-9a	-----S	1:00	1	\$350.00	P-2	0.00	NM	2	\$700.00
GOOD MORNING SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S	1		\$350.00		0.00						
Week:		08/06/12	08/12/12	-----S	1		\$350.00		0.00						
E 15	WFMY	08/05/12	08/12/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	1:00	1	\$700.00	P-2	0.00	NM	2	\$1,400.00
CBS SUNDAY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S	1		\$700.00		0.00						
Week:		08/06/12	08/12/12	-----S	1		\$700.00		0.00						
E 16	WFMY	07/31/12	08/13/12	News 2 at 11 News 2 at 11	CM	11-1135p	MTWTFSS	1:00	3	\$1,300.00	P-1	0.00	NM	5	\$6,500.00
COMMENTS APPLY TO SUB LINES A THRU B															
NEWS 2 AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/31/12	08/06/12	MTWTFSS	2		\$1,300.00		0.00						
Week:		08/07/12	08/13/12	MTWTFSS	3		\$1,300.00		0.00						
E 17	WFMY	07/31/12	07/31/12	Tue Prime A NCIS	CM	8-9p	-T-----	1:00	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-T-----	1		\$6,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WFMY	07/30/12-08/05/12		Tue Prime A		8-9p	-T-----	1:00		<del>(\$6,000.00)</del>		0.00	NM		
See MG 17.2															
[NA/Oversold]															
2	WFMY	08/11/12-08/11/12		Panthers Pre-Season Footba		7-10p	(7:00 PM-10:00 PM)-----Sa--	1:00		\$6,000.00		0.00	NM		
Ⓜ MG for 17.1 07/31															
E 18	WFMY	08/08/12	08/08/12	Wed Prime A Big Brother 14	CM	8-9p	--W----	1:00	1	\$1,900.00	P-2	0.00	NM	1	\$1,900.00
BIG BROTHEREFF 07/18/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--W----	1		\$1,900.00		0.00						

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E 18	WFMY	08/08/12	08/08/12	Wed Prime A Big Brother 14	CM	8-9p	-- W- - - -	1:00	1	\$1,900.00	P-2	0.00	NM	1	\$1,900.00
BIG BROTHEREFF 07/18/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 08/06/12		08/06/12	08/12/12	-- W- - - -		1		\$1,900.00		0.00					
													Totals	38	\$35,400.00